



Marketo Migration LaunchPack

ACCELERATE YOUR ROI WITH MARKETO ENGAGE



Every day companies migrate to Marketo Engage.

Migrating to the most user-friendly, revenue-driving marketing automation platform has never been easier.

DESIGNED FOR	OUR GOALS	YOUR TAKEAWAYS
Customers Migrating to Marketo Engage	Seamlessly migrate from your existing platform to Marketo Engage, leaving you with the ability to leverage a more robust feature set to drive engagement.	<ul style="list-style-type: none"> ✓ Ability to leverage previous assets in a more robust platform ✓ Seamless set up ✓ User adoption ✓ Best practice documentation and playbook ✓ Accelerated time to market
TERM (MONTHS)		
3 Months		
PRICE		
Starting at \$15,375		
AVAILABLE HOURS		
75 Hours		

LaunchPack Activities ✓ Included \$ Available X Not Available		
Activities	LaunchPack	
Migration Discovery Session	✓	Leadous will lead you through a discovery session so we can learn more about your unique goals, set up and other key details along with setting expectations, answering questions and ensuring everyone is on the same page as we kick-start the migration process.
Tracking Document	✓	We will lay out key milestones, timeframes, assign action items and next steps to track the progress of your migration.
Migration Schedule	✓	Based on the discovery session and your tracking document, we will build out a full migration schedule that the team can look to for reference throughout your migration.
Migration Strategy Session	✓	This is where things really start to come together. Leadous leads the strategy session with your goals top of mind, taking note of all assets needed, existing prospects to be moved, smart campaigns, subscription preferences and other best practices.
Best Practice Program Build	✓	Leadous will follow your plan, build out your programs, and assets needed in your new instance.
Best Practice Marketing Program Structure	✓	Leadous will ensure your programs follow best practices and are aligned with your goals and the milestones set in your planning and strategy sessions.

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Technical Set-Up	✓	Your consultant will work with you to ensure the technical components of Marketo are set up and tested.
CRM Integration	✓	Leadous works closely with your team to ensure data is shared between your two systems to improve lead follow up and conversion. *Custom integration available.
Template Creation (seeding)	✓	Your Marketo Engage consultant will assist in providing 1 Marketo Landing Page, 1 Marketo Email Template, and a standard unsubscribe page.
Training	X	Team members can participate in a custom educational series that provides in-depth knowledge in key areas that make or break marketing automation initiatives. Resulting in a library of session recordings and documentation.
Advanced Feature Set-Up	X	Leadous will work with your team to set up advanced features such as ABM, MSI and other features.
Campaign Mentor	X	Leadous will identify areas of focus to support your team with Marketo best practices and recommendations. The initial priority will be on your marketing automation strategy, ongoing plan, and alignment with marketing and sales.